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Message Text

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PAGE 01 HONG K 06906 011129Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
----------035419 011131Z /11
P R 010851Z JUN 78
FM AMCONSUL HONG KONG
TO SECSTATE WASHDC PRIORITY 653
INFO AMEMBASSY MANILA
AMEMBASSY SUVA
AMEMBASSY SEOUL
AMEMBASSY TAIPEI

UNCLAS HONG KONG 6906

E.O. 11652: N/A
TAGS: BEXP, HK
SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 131901

1. CONSUMER GOODS, NOVEMBER 1978
EXCELLENT THEME FOR HONG KONG. HOWEVER POST BELIEVES A TRADE MISSION CONCENTRATING ON SPECIFIC PRODUCT CATEGORIES (SAY UP TO SIX) AND CO POSED MAINLY OF OEMS REPRESENTING NTM COMPANIES WOULD PRODUCE BETTER SALES RESULTS THAN A CATALOG SHOW.

2. TELECOMMUNICATIONS EQUIPMENT, SEPT 1980
END-USERS THIS EQUIPMENT IN HK ARE VERY LIMITED IN NUMBER. ACCORDINGLY, THEME MUST BE BROADENED TO BE EFFECTIVE HERE. RECOMMEND IT BE COMBINED WITH EIPT SEMINAR MISSION.

3. LABORATORY AND SCIENTIFIC INSTRUMENTS, MARCH 1980
HONG KONG IS A GOOD BUT NARROW MARKET FOR THIS LINE. TRADE SHOW WOULD NOT BE COST EFFECTIVE IN THAT POTENTIAL TARGET AUDIENCE IS VERY SMALL. RECOMMEND VTR/CATALOG OR STRAIGHT CATALOG SHOW.
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4. FOR GENERAL SCHEDULING PURPOSES, JULY AND AUGUST SHOULD BE AVOIDED AS MANY BUSINESSMEN ARE ON LEAVE AND OUT OF TOWN IN THAT PERIOD.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978HONGK06906
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780229-0288
Format: TEL
From: HONG KONG
Handling Restrictions: n/a
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 131901
Retention: 0
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Review Exemptions: n/a
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SAS ID: 2165248
Secure: OPEN
Status: NATIVE
Subject: FY 1980 PROMOTION EVENT SCHEDULE
TAGS: BEXP, HK
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/b2a2c97d-c288-dd11-92da-001cc4696bcc
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